

POSITION DESCRIPTION

Position Title	Communications Lead
Department	Corporate Services
Location	On site or Hybrid (minimum 1 day per week to be based at Shepparton office)
Classification	SCHADS Award – level dependant on qualifications and experience
Employment Status	0.8EFT – 1EFT
Reporting to	Corporate Services Manager

Organisational Overview

The Bridge Youth Service (TBYS) plays a key role across the Goulburn Valley in youth support and advocacy. With offices located in Shepparton, Seymour and Wallan, TBYS delivers services and supports to young people and their families with a particular focus on those from marginalized and/or disadvantaged backgrounds but with a philosophy that includes the provision of services to all young people. TBYS offers a range of programs funded by government, private foundations and the local community. Programs focus on a diversity of issues and services include placement prevention, family reconciliation, family mediation, antenatal, parenting, housing support, mentoring and education support. For more information visit our website: www.thebridge.org.au.

Our Vision: By 2024 our informed and specialised staff will extend our adaptive and inclusive support, where and when young people need it.

Our Mission: To create opportunities that foster safety and security for young people, enhance family harmony and promote supportive communities – enabling all young people to reach their full potential.

Our Values



Curiosity & New Ideas



**Diversity: Collaboration
and Collegiality**



Connection & Reach



Flexibility

Role Purpose

The Communications Lead works across the organisation to deliver internal and external media, communications, and marketing activities to ensure the promotion of TBYS's achievements across multiple communication channels. The Communications Lead will work closely with members of the Executive Team and will collaborate extensively across the organisation.

Key Responsibilities

1. Lead the development and delivery of Communication that raises TBYS's profile cohesively. This includes fielding media requests and facilitating responses; assisting to maintain key organisational messages, statistics, content, and positioning statements.
2. Provision of daily media monitoring and reporting, including social media, to identify opportunities for TBYS exposure or required comment.
3. Develop and implement the internal communications plan in conjunction with the Executive Team, ensuring consistent messaging is delivered across the organisation.
4. Assist with the development and execution of media needs across TBYS, including maintaining the currency of information on the TBYS website, social media and print collateral.
5. Identify, establish and maintain traditional and digital communication materials, and relationships with media to ensure TBYS initiatives, programs, activities and events are accurately promoted.
6. Provide support on key priorities and major projects of the Executive Team, including stakeholder and

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community engagement, campaigns, media events, and corporate partnerships.

7. Utilise relevant data obtained from TBYS systems and client feedback to capture the stories of our young people.
8. Developing and editing tender applications in conjunction with the CEO and Executive Team.
9. Provide event management support as requested.
10. Maintain a media contact list and enquiries log; compile media activity reports, including social media and media mentions.
11. Communicate effectively and work collaboratively with other staff across TBYS.
12. Co-ordinate and produce the TBYS Annual Report and other key public facing documentation.
13. Other duties consistent with the position where required and/or requested by the Executive Team or Board of Management.

Hours & Conditions

30-37.5 Hours per week Monday to Friday, depending on experience Terms and condition according to the Social, Community, and Home Care & Disability Services Industry Award according to qualifications and experience.

We are a family friendly organization and offer an attractive remuneration package including significant salary sacrificing benefits and paid leave for all staff when our office closes between Christmas and New Year.

We are a Child Safe organisation. The position is subject to a successful Police Check and ongoing employment is subject to a six-month probationary period.

Key Selection Criteria

Essential

- A tertiary qualification in marketing, communications, media, or a related discipline, and/or equivalent demonstrated experience in a related field.
- Proven track record in working with media, fielding enquiries, developing responses and managing media relationships and other stakeholders.
- Exceptional writing skills and experience producing compelling content across diverse media platforms.
- Experience devising, implementing, managing and evaluating media and communication strategies.
- Highly developed communication skills with the ability to develop strong working relationships both internally and externally, including an ability to develop and present information in clear, easy to understand language appropriate for the intended audience.
- Ability to work collaboratively, work autonomously when appropriate, consult appropriately and respond to direction in a fast-paced environment.
- Ability to utilise data both quantitative and qualitative to tell stories of impact.
- Demonstrated high level initiative and problem-solving capability.
- Well-developed organisational skills with the capacity to manage conflicting priorities.

Desirable

- Experience in a not-for-profit communications setting.
- Demonstrated understanding of the issues facing young people in regional communities.

Additionally, you must have a

- Current driver's licence
- Current Working with Children Check

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The Bridge Youth Service commits to protecting the safety and security of children and young people and has zero tolerance for child abuse or discrimination.

We are committed to promoting the cultural safety of Aboriginal children and young people, cultural safety of children from diverse culturally and/or linguistically backgrounds, and to providing a safe environment for children and young people with a disability or who are part of the LGBTQIA+ community.

The Bridge Youth Service actively works to listen and empower children and young people and has systems to protect them from abuse.

The Bridge Youth Service will take all allegations seriously and will respond to them in line with the Victorian Child Safe Standards, DFFH Human Service Standards mandatory reporting and our organisation's internal policies and procedures.



Signature: _____

Name: _____

Date: _____